



BFNEP – 5 A Day Success Story Hilltop Safeway, Tacoma, WA

Conducted by Tacoma-Pierce County Health Department

The Grocery Store 5 A Day promotion in June, 2005 to encourage the residents in the Hill Top area of Pierce County to consume more fruits and vegetables. An observational survey was conducted before the program started to assess fruit and vegetable availability, quality and what type of signage and promotional materials were in the store surrounding fruit and vegetable consumption. The staff at Safeway were very helpful in helping us complete this survey. The availability and quality were fair but the store had room for improvement in promoting nutrition.

Our next task was to develop a survey that we could use with the customers of Hilltop Safeway. The survey provided us with the following information. Did the customers know the recommendations, were they trying to consume more fruits and vegetables and if they recognized the 5 A Day logo along with what it means. We surveyed 200 customers and found out that not too many folks knew the recommendations or what the 5 A Day logo was all about. The good thing was that they were trying to eat more fruits and vegetables in their diets.

<u>Grocery Store Survey</u>	
M	F
1. How many servings of vegetables and fruit should people eat everyday for a healthy diet? _____	
2. Are you trying to include more vegetables & fruit in your diet? Yes No	
3. Have you seen one or both logo in the grocery store in the last month? Yes No	
Where have you seen the logos? _____	
4. Do you know what the logo(s) mean? _____	
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It was now time to saturate the store with 175 “5 A Day” shelf tags, floor mats and window decals. We put the message up everywhere! It was in baked goods, canned foods, frozen foods and especially in the candy section.



We didn't stop there. We offered fresh fruit and veggie sampling at the front of the store and also in the produce department. The customers absolutely loved it! We had customers who would sample the variety of apples the store was selling and then go straight over to the shelf and purchase them. We also had customers who wanted to buy fresh but didn't feel that they could afford it so we would then talk to them about how to buy frozen or canned. The staff at Safeway even started to encourage their customers to taste test the foods in their produce department.



We decided to create some excitement with the children and have an event with our fun “5 A Day” mascots! The mascots helped to bring awareness in a fun and exciting way to children and their families to the importance of eating fruits and vegetables. We had mascots walking around the store giving high “5’s” to customers and even visiting with the locals on the corner who walk to the store.

The store received a framed certificate of Appreciation along with goody bags for the staff for all their efforts in helping us bring awareness to the importance of eating 5 or more a day for better health! Preliminary survey results show that customer knowledge on fruit and vegetable consumption recommendations have increased due to the efforts put forth in this program.

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